

# Van Mobley for State Senate

**FOR IMMEDIATE RELEASE:**

February 6, 2023

**Contact:** James Michel

Campaign Manager

[van@vanforsenate.com](mailto:van@vanforsenate.com)

Ph. 414-335-9598

## **MADISON OUTSIDER, STATE SENATE CANDIDATE VAN MOBLEY LAUNCHES TV, RADIO ADS ON PLAN TO ABOLISH THE WISCONSIN STATE INCOME TAX**

**THEINSVILLE, Wisconsin – Feb. 6, 2023** – The race to replace retired State Senator Alberta Darling picks up steam as Republican candidate Van Mobley launches an aggressive ad campaign focused on abolishing the Wisconsin state income tax.

Currently serving as the Village President of Thiensville and a professor of economics at Concordia University, Mobley says that as a Madison outsider he knew he would have to mount an aggressive advertising campaign to counter the special interest funding from Madison and Washington, D.C.-based special interest groups that will likely support his opponents.

“When you run against Madison insiders, you know that the Madison and DC money will be funneled to their preferred insider,” said Mobley. “I am running on forward thinking policy ideas that are in the best interest of the hardworking people of Wisconsin not Madison insiders.”

Mobley plans to draft a constitutional amendment to permanently abolish the state income tax. He cites the current \$7.1 billion state surplus as the perfect opportunity to transition from a taxation system that is based on taxing the labor of Wisconsin employees and small business owners to a system that taxes consumption.

“The Illinois-style flat tax favored by Madison is a half measure. We need to eliminate the state income tax completely,” said Mobley. “States like Florida, Texas, and Tennessee eliminated their income tax, attracted new residents, and saw economic growth. I want the same for Wisconsin.”

The new Mobley ad, which suggests that the state surplus should be returned to taxpayers before it is devoured by inflation, begins airing on Monday, February 6<sup>th</sup>.

Mobley is in a 3-way Republican Primary on the Spring Republican Primary ballot on Tuesday, February 21, 2023. The winner will face a Democratic opponent in the General Election on Tuesday, April 4, 2023.

[Click here to view the ad on YouTube.](#)